APAA Show

Auto Now One of Most Profitable Discounter Depts.

	1971	1975	1976	1977	1978	1979	1980	10-year change	5-year change	'80 vs. '79
Dept. Size (sq. ft.)	1,625	2,225	2,225	2,300	2,280	2,280	2,280	+40.3%	+2.5%	NC
Annual Turns	4.4	4.6	4.5	4.6	4.7	4.5	4.2	−4.5%	−6.7%	−6.6%
Volume per sq. ft.	$70	$166.73	$189.69	$195.34	$211.27	215.00	$225	+221.4%	+18.6%	+4.7%
Initial Markup	33%	37%	35%	34%	33%	33%	32%	−3.0%	−8.6%	−3%
Gross Margin	30%	30%	30%	29%	27%	27%	27%	−10%	−10%	NC
Company-Run Access.	72%	90%	90%	90	92%	93%	93%	+29.2%	+3.3%	NC
Company-Run TBA	—	69%	69%	71%	73%	78%	78%	—	—	—

NC—No Change.

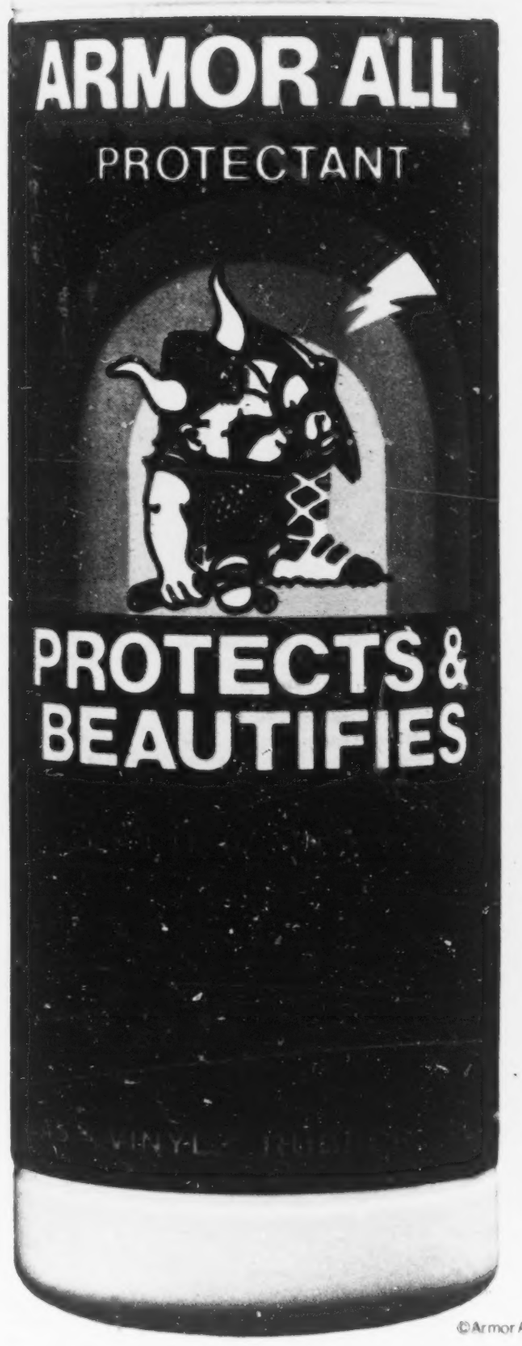
Source: DSN research

Automotive has become one of the most profitable departments in a discount store over the past decade with sales per square foot moving ahead a tremendous 221.4%.

Despite pressure on discounters to force price points downward, initial markups slipped only one percentage point during the period and gross margins dropped only three points. Automotive will account for 6.4% of the industry's total gross margin dollars by year's end 1981.

During the same 10-year period discounters also gained almost complete control of their auto accessory and TBA (tires, batteries and accessories) departments: In 1972, only 72% of discounter automotive accessory departments were run by the chains themselves; in 1980 94% of the chains had control of the departments. Likewise, in 1975 (the earliest year for which figures are available) 69% of the industry's TBA departments were chain-operated compared to 81% in 1980.

WE'RE



A HUGE $9,700,000 AD BUDGET.

ArmorAll Protectant is the #1 best selling Car Care Appearance Product. And we spend more on advertising support than any other product in the category. An unprecedented $9,700,000 in 1982. And, we're still giving away free samples to gain trial—another 10,000,000 in 1982 for a total of 85,000,000 in the past 10 years.

FOUR PRODUCTS IN TOP 60.

Not only is ArmorAll Protectant #1 in sales, it's also #1 in total dollar movement in 4, 8, 16 and 32 oz. sizes. And all four sizes are in the top 60 best selling units in the Automotive Department.

THE LOOK OF THE LEADER.

ArmorAll Protectant's point-of-purchase and packaging have created the most distinct brand imagery in the category. In short, we look like #1. We support like #1. And we sell like #1.

ARMOR ALL PROTECTANT

IT'S SCIENCE.
BUT IT WORKS LIKE MAGIC.™

©Armor All Products, 1981. Armor All is a registered trademark of Foremost-McKesson, Inc.

Catalogers Get Down To Basics

After years of avoiding or minimizing their commitment to the category, catalogers are responding to consumer demand for auto repair and maintenance products and increasing automotive's space in their showrooms and their catalogs.

In fact, the assortment of goods the showroom operators now stock isn't limited to the higher-ticketed auto accessories; they're moving nuts-and-bolts basics, often priced under $10, that have long been the domain of discount and specialty stores.

At Service Merchandise, auto accessories won five of the latest catalog's pages—compared to three in the 1980-81 book as the chain expanded its coverage at both the high and low end.

New to the book this year, for example, were a high-speed grinder/sander kit designed for auto-body refinishing and other jobs. Aimed at a more experienced DIYer, the item, which also features a backing pad, safety wheel guard and two sanding discs, carries a $78.82 price tag.

On a more basic note, the chain also brought in a line of floor mats which carry price tags ranging from $5.94 to $15.84.

Ardan's, too, increased its automotive mix, giving the category two more pages than it did a year ago when automotive merchandise covered 11 pages.

New items in the mix include a $39.97 miniature air compressor which plugs into a car lighter, a digital clock which mounts on the dashboard for $14.97, and a calculator/visor kit priced at $17.97 which is designed to clip on overhead visors.

Moving ahead on its basics program, Sam Solomon added three sku's of bottle jacks to its 1982 catalog and a Black & Decker sparkplug cleaner, inflator and vacuum. The showroom chain also added a line of quartz halogen spotlights priced from $7.97 to $26.94.

Spruce-up Trend, New Boxes Aid Seat-Cover Biz

High sticker prices on new-model cars are pushing up sales of accessory items such as seat covers.

Buyers report that motorists are seeking to spruce up their old cars' interiors, as they keep their autos longer.

A Woolco spokesman noted a change in seat-cover packaging that led to increased sales. "Seat covers are now packaged in boxes rather than bags, and the result is a more attractive store display," he said.

The chain will also be dropping high-end nylon and vinyl seat covers from its merchandise mix and will emphasize the lower-priced (around $18) Indian blanket-look covers.

PMA®

PRODUCT MOVEMENT AUDIT

Dept. Is Healthy As Drivers Do Bigger Repairs

By Herb Rechter
President,
Allied Accessories and Auto Parts Company

The results of the last few months proved that car owners have branched out from undertaking simple maintenance jobs like oil changes and are now tackling more sophisticated repairs. As a result anything that increases the operating efficiency of a vehicle or extends its life is destined for success, while appearance and other nonessential items are bound for a lower spot on the Product Movement Audit.

More people decided to save money this fall by doing their own simple car repairs and routine maintenance duties as the ever increasing do-it-yourself trend continued.

In the PMA for September, basics such as oil filters and gas additives once again were near the top of the chart. After a somewhat mild winter last year, weather forecasters predict this winter will be more severe, so many motorists are beginning to prepare their cars for the upcoming cold months.

Among the top 10 dollar producers there was only one promotional item, the Touchtone 80 musical horn, which could not be considered a basic item needed for a repair. The horn ranked third this time, with 636 units carrying an average retail of $63.99, a marked improvement from the previous PMA when it ranked 42nd on the list with only 180 units moved.

Motorcraft oil filters headed the list, followed by regulars such as A. C., Gumout, Armor All, Pennzoil and Snowhite. For the first time since March the two-ton hydraulic floor jack did not appear in its customary position at the top of the chart. It did place second, however, with 1,840 units moved. The jack benefited from a heavy promotion campaign by almost all of our customers, and was a product that directly benefited from consumer demand for DIY products.

Waxes and polishes were replaced by maintenance products such as mufflers and antifreeze on the September PMA. Motorists are gearing up for the winter months, as evidenced by the 10th-place showing of the fresh-water system antifreeze, which did not even appear on August's PMA. Thrush mufflers don't appear near the top of the PMA, but they have continued to show strong growth as a body repair item. If total muffler sales were combined, the resulting $48,001.98 dollar movement on the strength of 3,002 units sold would have them above the musical horn as the third top dollar volume item on the chart.

(Continued on page 24)

AUTOMOTIVE

These automotive PMA figures for the month of September, supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich., cover 2,000 stores including 1,700 discount stores in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	9	FL-1A Mocraft oil ftr	53,560	3.99	213,704.40
2	1	2-ton hydraulic floor jack	1,840	69.99	128,781.60
3	42	80 Touchtone 80 musical horn	636	63.99	40,697.64
4	13	PF-25 A.C. oil filters	8,354	3.99	33,332.46
5	17	7450 Gumout jet spray 13-oz.	12,682	2.39	30,309.98
6	24	6014 Sealed beam, large round	9,047	3.29	29,764.63
7	3	10080 8-oz Armor All	8,998	3.29	29,603.42
8	11	Pennzoil deluxe 10W40	21,450	1.29	27,670.50
9	12	3431 Snowhite lit'n'easy gal	2,091	12.99	27,162.09
10	—	Fresh-water sys antifreeze gal	4,915	4.99	24,525.85
11	39	10160 16-oz Armor All	3,263	6.99	22,808.37
12	14	S257 Fix a Flat tire inflator	17,397	1.29	22,442.13
13	44	Quaker State deluxe 10W40	16,965	1.29	21,884.85
14	27	TP51 Sandable pri gray	12,199	1.79	21,836.21
15	4	1015-24 STP oil treatment, 15 oz	9,782	2.19	21,422.58
16	97	AS107 Prest super flush pk 12	7,104	2.99	21,240.96
17	19	Warco Dot brake fluid 12 oz	13,914	1.49	20,731.86
18	28	C-16 Bars Leak 15 oz	19,834	1.89	20,476.26
19	52	RR16 Roberk wiper blade refill	9,340	2.19	20,454.60
20	79	LR-81 1-pc auto ramp pair	876	21.99	19,263.24
21	18	EB-1 Gunk aerosol	9,623	1.99	19,149.77
22	—	2239C641 Coleman air compres	387	47.95	18,556.65
23	10	0245 Dup Rain Dance	3,348	5.49	18,380.52
24	70	TAM77 Rubberized undercoat	6,335	2.89	18,308.15
25	32	TP52 (TW520) sandable prim red	10,029	1.79	17,951.91
26	—	BC812 (C1012AS) 12-ft B cable slvd	2,435	7.29	17,751.15
27	25	Warco Dot brake fluid qt	4,479	3.89	17,423.31
28	54	R-6 Bars Leak 5½ oz. (175)	13,151	1.29	16,964.79
29	30	Pennzoil all-purpose 10W30 (50)	13,190	1.24	16,335.60
30	—	7518 Gumout carb clean 12 oz	9,936	1.59	15,798.24
31	60	13040 Armor All 4 oz	7,967	1.89	15,057.63
32	40	3305 Snowhite lite-n-easy qt kit	3,492	4.29	14,980.68
33	57	DR1976 GM 8 cy dist cap	2,791	5.29	14,764.39
34	29	1157 Auto bulbs 2 on a card	16,574	0.89	14,750.86
35	15	National all-purpose 10W30 1200	18,768	0.77	14,451.36
36	99	R45TS A.C. spark plug	10,320	1.39	14,344.80
37	80	LF-1 Lee oil filter	4,212	3.39	14,278.68
38	26	500 Westleys bleach white 20 oz	7,426	1.89	14,035.00
39	62	WD-40 aerosol 9 oz	6,357	2.19	13,921.83
40	7	BP25 Blue Poly liq sealant 16 oz	1,392	9.99	13,906.08
41	81	PF-40 A.C. oil filters	3,456	3.99	13,789.44
42	95	RR18 Roberk wiper blade refill	6,216	2.19	13,613.04
43	—	Plastic bot gas-line freeze	27,405	0.49	13,428.45
44	38	141 Valvoline 10W40	11,279	1.19	13,422.01
45	—	SE 86 6AMP battery charger	445	29.99	13,345.55
46	80	LF-1HP Lee Maxi oil filter	3,420	3.89	13,303.80
47	48	T-3163 Thrush muffler (160)	831	15.99	13,287.69
48	49	100QR Rislone oil alloy 32 oz	5,795	2.29	13,270.55
49	91	6052 Sealed beam large square	1,610	7.99	12,863.90
50	—	S615 Snap aero undercoat 20 oz	8,001	1.59	12,721.59
51	34	T-4163 Thrush muffler (160)	794	15.99	12,696.06
52	8	T-222SUP HD Shell pst-kit 14 oz	3,262	3.89	12,689.18
53	—	AS400 Brake fluid 12 oz	6,957	1.79	12,453.03
54	10	0241 Dup Rain Dance liq 16 oz	2,268	5.49	12,451.32
55	83	National 10W40 motor oil qt	14,231	0.87	12,380.97
56	89	TP50 (TW500) Sandable prim blk	6,889	1.79	12,331.31
57	88	TK175 GM 8 cy tune-up kit	3,057	3.99	12,197.43
58	78	347 Valvoline Dexron A.T.F. qt	10,224	1.19	12,166.56
59	45	T-5163 Thrush muffler (L60)	753	15.99	12,040.47
60	—	LF-25 Lee oil filter	3,215	3.69	11,863.35
61	43	4111-12CD-2 Black LO 15 oz	5,388	2.19	11,799.72
62	82	TAM-66 undercoating	4,988	2.29	11,422.52
63	—	TK237 GM combo tune-up kit	2,282	4.99	11,387.18
64	47	Quaker State sup blnd 10W30	9,115	1.24	11,302.60
65	13	PF-35 A.C. oil filter	2,832	3.99	11,299.68
66	68	101-2 Delco 8 cyl tune-up kit	1,592	6.99	11,128.08
67	—	4000 Sealed beam low round	3,974	2.79	11,087.46
68	6	BP30 Blue Poly paste seal 16 oz	1,100	9.99	10,989.00
69	—	LF-25HP Lee Maxi oil filter	2,747	3.99	10,960.53
70	65	PF-30 A.C. oil filters	2,711	3.99	10,816.89
71	39	30160 16-oz Armor All cleaner	4,711	2.29	10,788.19
72	64	Peak antifreeze gal	2,160	4.99	10,778.40
73	—	4652 Sealed beam low square	2,128	4.99	10,618.72
74	—	5488 8mm Lil Custome wire set	700	14.99	10,493.00
75	—	29438 8 RBL15Y4 Champ spk plug	929	11.29	10,488.41
76	—	0861 Dupont rub comp 12 oz	5,832	1.79	10,439.28
77	85	101-1 GM uniset OEM	6,737	8.99	10,077.79

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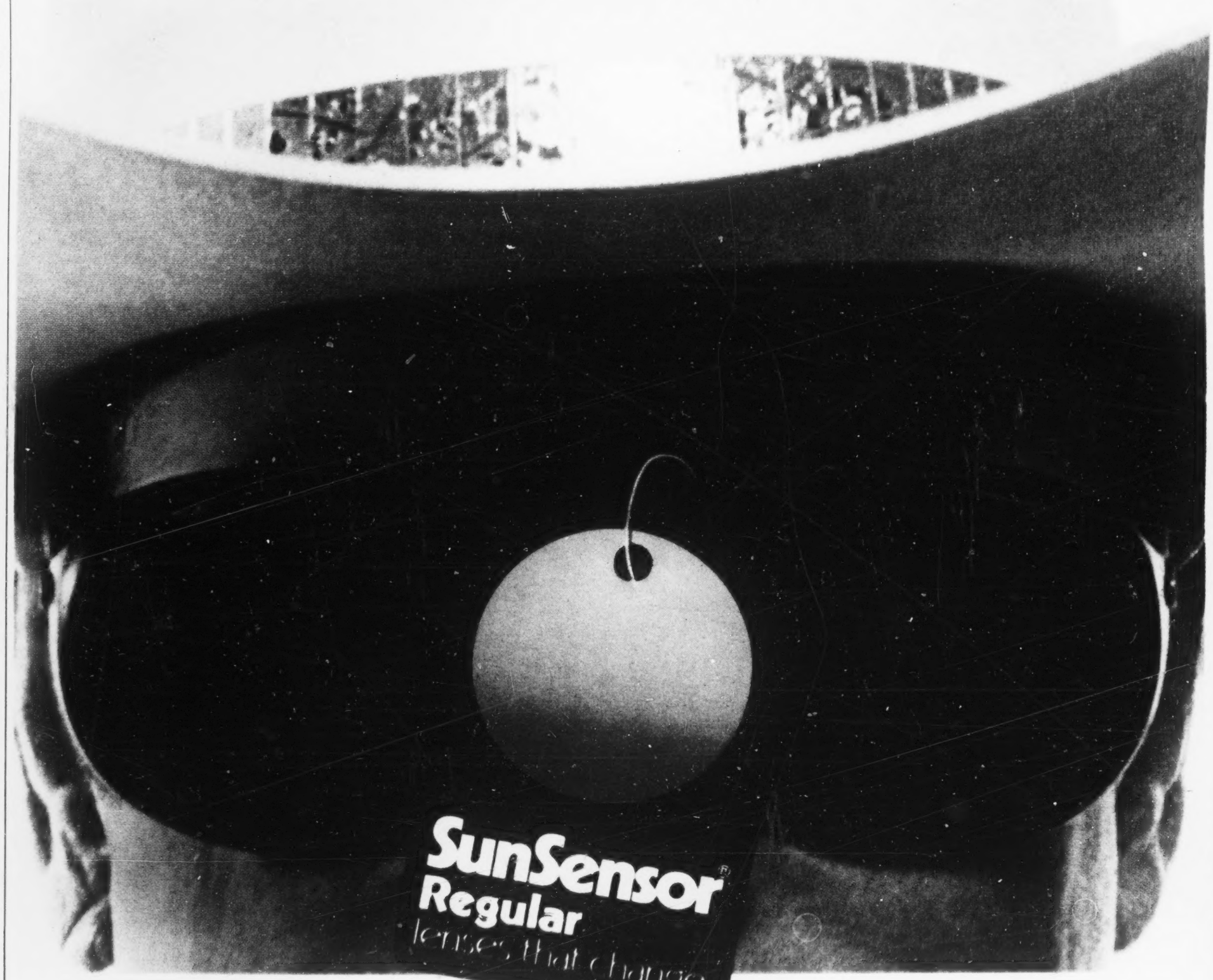


The lone gainer.

SunSensor® lenses by Corning. The only major brand gaining unit sales in today's sunglass market. The most profitable sunglasses you can sell.

Heavily supported by television advertising starring masked man Clayton Moore. "Hi-yo- Silver and greenbacks, away!"

AUTOMOTIVE

(Continued from page 23)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
78	—	R540 Aerosol starting fluid	9,186	1.09	10,012.74
79	61	T-3162 Thrush muffler (160)	624	15.99	9,977.76
80	—	PH8A Fram oil filter	2,750	3.59	9,872.50
81	—	JS-15 1½ Jack stand	1,966	4.99	9,810.34
82	—	2710 7mm Lil Custome wire set	693	13.99	9,695.07
83	—	29353 8/RBL15Y Champ spk plug	854	11.29	9,641.66
84	—	T18 200PSI Aer comrsr w gauge	214	44.95	9,619.30
85	—	PSFYale power strg fluid 14 oz	6,384	1.49	9,512.16
86	—	PF-47 A.G. oil filters	2,280	3.99	9,097.20
87	40	3433 Snowhite lit-n-easy filr qt	2,376	3.79	9,005.04
88	—	2160 7mm Lil Custome wire set	815	10.99	8,956.85
89	—	SST19 3 Sect antenna w booster	1,120	7.99	8,948.80
90	—	29754 8/RN12Y Champ spk plug	791	11.29	8,930.39
91	—	2048-24 STP gas treatment 8 oz	7,486	1.19	8,908.34
92	52	RWB 16 16-in Roberk wiper blades	4,047	2.19	8,862.93
93	33	4101-12CD-2 Red hi 15 oz	4,044	2.19	8,856.36
94	—	AFL-91 Lee air filters	1,654	5.29	8,749.66
95	—	54W03 GE glass seal	3,371	2.59	8,730.89
96	—	29452 8/RBL13Y Champ spk plug	772	11.29	8,715.88
97	—	10010 8/26 Autolite spk plug BP	807	10.79	8,707.53
98	75	G2 Foot pump with gauge	791	10.99	8,693.09
99	—	SST14 3-sect spring base ant	1,072	7.99	8,565.28

ShopKo's Earnings Rise 60% in Qtr.

GREEN BAY, Wis.—ShopKo achieved a profit increase of nearly 60% for the second quarter of its current fiscal year, helping parent Super Valu to a total earnings increase of 22% for the quarter.

Sales at Super Valu for the 12 weeks ended Sept. 12, 1981, were $1.07 billion, up 15% from year-before sales of $929.3 million for the quarter. Earnings were $13.4 million for the quarter, up from the year-before's $11.6 million in the same period. Super Valu does not break out figures for ShopKo in its reports.

For the first half of the fiscal year, Super Valu's sales were $2.4 billion, a 16% increase from the year-before's $2.1 billion in first-half sales. Earnings for the first half were $31.5 million,

In Clover's newest store in Cheltenham, Pa., each automotive department gondola run is marked by a sign describing major items that are located on the shelves. *(DSN photo)*

NO NEED TO TIE-UP HIGH-PRICED PERSONNEL ALL DAY.
Our new CPC-175 studio tape player/recorder ends the problem of having to have key personnel tied up delivering selling messages throughout the day.
With this one unit, your messages can be recorded and automatically programmed throughout the day. Without annoying customers by breaking into the middle of a music selection as some competitive systems do. Best of all, this one unit costs less than competitive two-unit systems.
The CPC-175 provides great high fidelity sound. Permits manual interruption for special or urgent messages. Allows review of taped messages without interfering with normal operation. And carries the exclusive Customusic 2-year warranty on solid state components.
If you're looking for a medium that delivers both the music and the message, get the new all-in-one from Customusic. The CPC-175 Studio. It's like having a deejay in the house.
Customusic, Rowe International, Inc., 888 Rear Providence Highway, Dedham, MA 02026. (617) 326-4446
CUSTOMUSIC

PMA®

PRODUCT MOVEMENT AUDIT

Dept. Is Healthy

(Continued from page 23)

Tune-up equipment showed a welcome revival in the current PMA with the TK175 CM eight-cylinder tune-up kit, the GM combo tune-up kit and a Delco eight-cylinder tune-up kit all improving their positions. Electronic ignitions have been standard on most cars since 1975, making for a deteriorating market for standard tune-up equipment. Electronic systems filled the void, however, and most dealers expect sales to pick up as consumer sophistication with electronics increases.

Along with tune-up kits, wire sets also found acceptance with motorists. The 8mm Lil Custome Wire Set, after being off the previous chart, placed 74th, with 700 units sold at the average retail price of $4.99.

Wire sets were items that previously were popular when motorists had cars with standard ignition systems and bordered on obsolescence with the advent of the more advanced electronic systems. Now that many motorists have been forced to hold on to their older model cars longer because of the prohibitive price points on the newer models, traditional wire sets have regained their former popularity.

In the motor oil category name brands such as Pennzoil and Quaker State regained their dominance over National, a Midwestern regional brand which slipped to 35th place, down 20 places since the previous PMA. Pennzoil's deluxe 10W40 held the 11th position with a total dollar movement of $27,670.50 and Quaker State was found in 13th place with its deluxe 10W40 brand.

A seasonal item which is proving very popular with motorists is the TAM rubberized undercoating. Dealers report that many new cars do not come with undercoating, so many motorists are undercoating their cars themselves. The current chart reflects this product's popularity as TAM products placed 24th and 62nd on the list with 6,335 and 4,998 units sold, respectively.

Traditional waxes and the polymer products showed an expected decline in sales as motorists were more concerned with getting their cars' performance ready for winter. DuPont's Rain Dance was the only wax to place in the top 25 spots on the chart, with a 23rd-place finish on the strength of $18,380.52 total dollar movement.

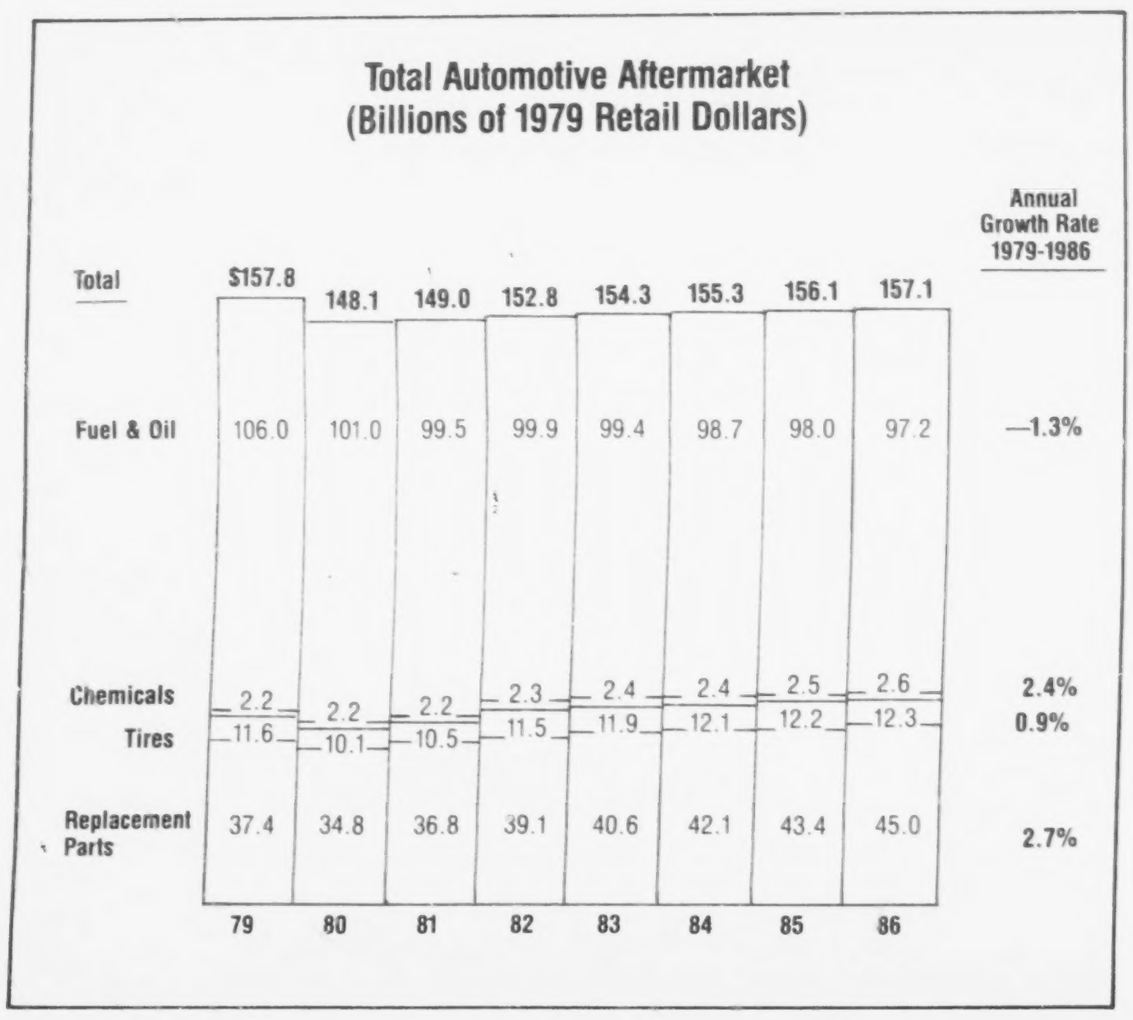
Gaylords Reduces Losses by $154,000

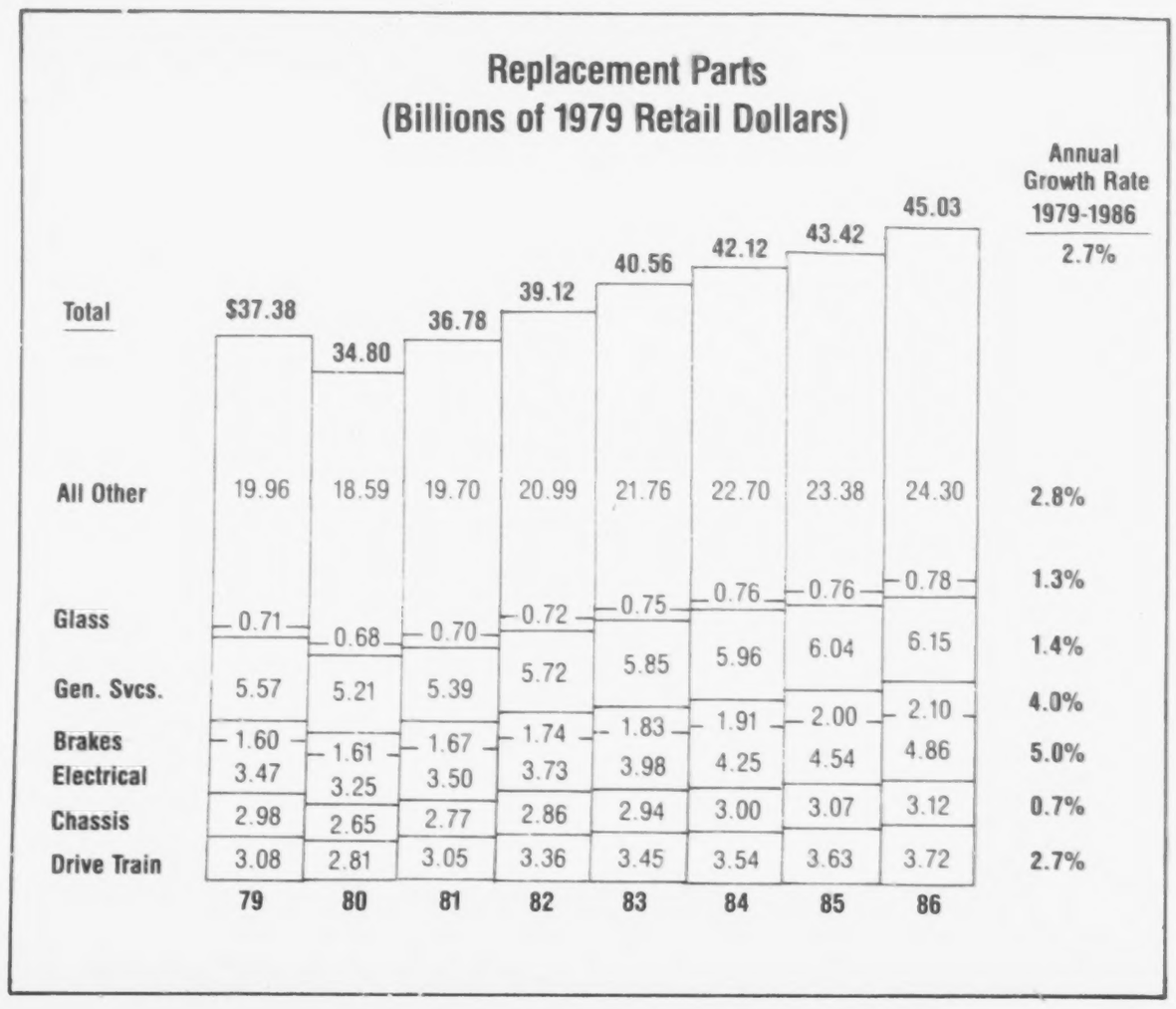
SECAUCUS, N.J.—Gaylords National's sales improved 4.1% to $52,485,000 for the six months ended Aug. 1, compared to $50,387,000 for the period a year ago. The company had losses of $975,000 compared to $1,129,000 for the same time span in the previous year.

Sales for the second quarter were $27,108,000, 2.3% higher than the previous quarter sales of $26,485,000. The second quarter loss was $638,000, compared to $594,000.

APAA *Show*

AMRC Sees Top Biz Growth Rate For Electrical, Brake Replacement





Electrical and brake replacement parts, air filters, appearance products and maintenance chemicals will maintain the strongest annual retail dollar sales growth rates in the automotive aftermarket through 1986, according to a forecast prepared by the Automotive Market Research Council (AMRC).

AMRC's forecast for the total aftermarket from 1979 to 1986 shows replacement parts and chemical categories with annual growth rates of 2.7% and 2.4%, respectively, while negative growth rates of −1.3% and less than 1% are forecast for the fuel and oil and tire categories.

Electrical and brake segments are shown as leaders in the parts market, expected to achieve 5% and 4% growth annually. Air filters, in a subcategory—replacement filter—will achieve 5.8% in growth.

AMRC forecasts that air filters' share of the filter market will rise from 29% in 1979 to 35% in 1986, while the oil-filter market share will drop from 54% in 1979 to 48% in 1986.

In another subcategory of replacement parts, sparkplugs in general service will have a negative growth of −2.2%, which AMRC attributes to the influence of downsizing of engines from 8-cylinder to 6- and 4-cylinder.

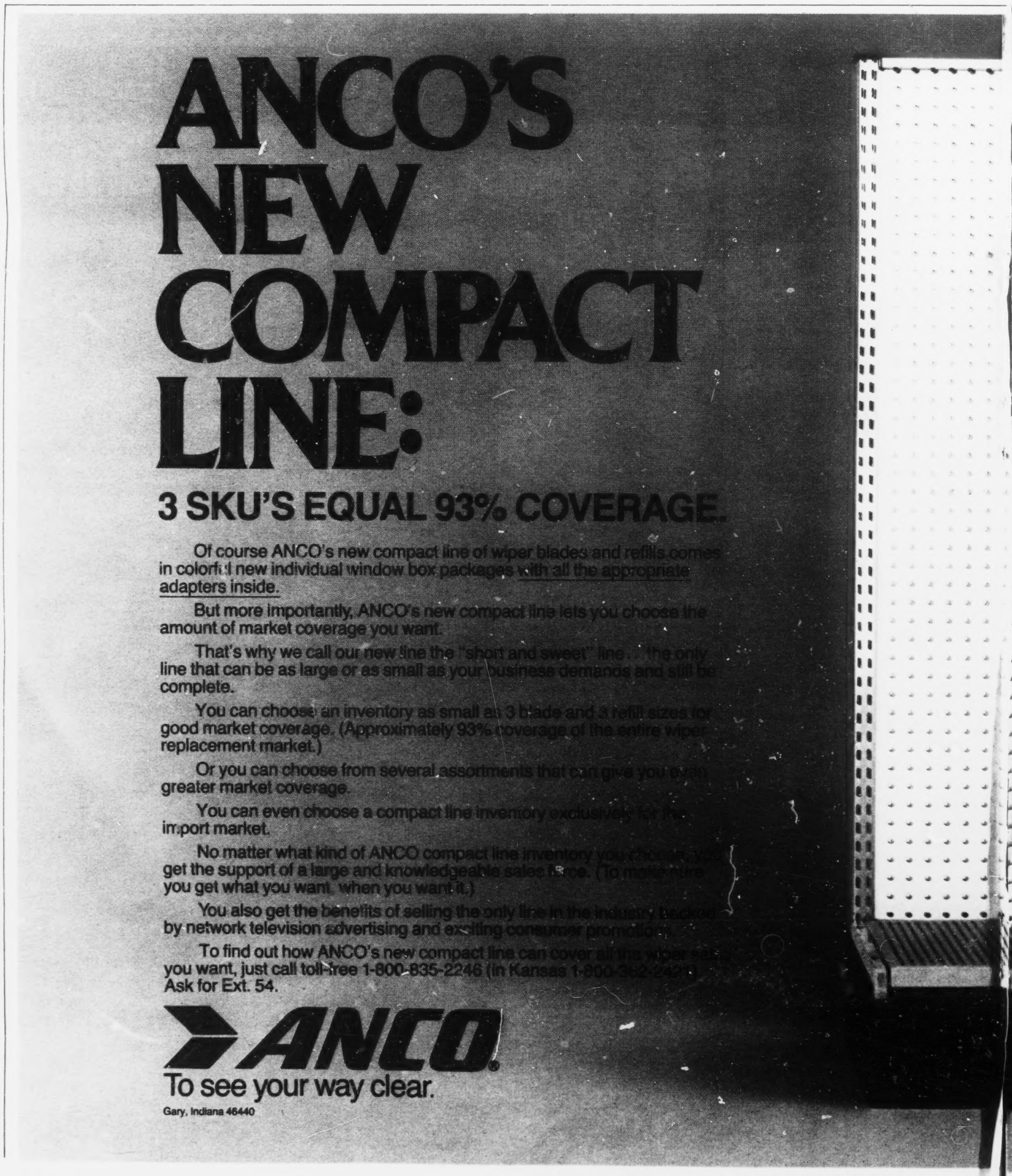
The parts category as a whole will increase in retail dollar volume by 22% through 1986. Although sales for 1980 fell below those in 1979 by 7%, 1981 marked an uptrend.

Appearance products—waxes, polishes, cleaners, paints and body repair chemicals—will experience a 4.4% annual growth to highlight chemicals. Maintenance chemicals, including additives for the engine and fuel, engine and

(Continued on page 31)

Youth Award Goes To Allied's Rechter

CHICAGO—Herbert L. Rechter, president of Allied Accessories and Auto Parts Co., Madison Heights, Mich., was honored last month by the B'nai B'rith Youth Services at its American Traditions dinner-dance at the Hyatt Regency-Chicago.


ANCO'S NEW COMPACT LINE:
3 SKU'S EQUAL 93% COVERAGE.
Of course ANCO's new compact line of wiper blades and refills comes in colorful new individual window box packages with all the appropriate adapters inside.
But more importantly, ANCO's new compact line lets you choose the amount of market coverage you want.
That's why we call our new line the "short and sweet" line. . . the only line that can be as large or as small as your business demands and still be complete.
You can choose an inventory as small as 3 blade and 3 refill sizes for good market coverage. (Approximately 93% coverage of the entire wiper replacement market.)
Or you can choose from several assortments that can give you even greater market coverage.
You can even choose a compact line inventory exclusively for the import market.
No matter what kind of ANCO compact line inventory you choose you get the support of a large and knowledgeable sales force. (To make sure you get what you want, when you want it.)
You also get the benefits of selling the only line in the industry backed by network television advertising and exciting consumer promotions.
To find out how ANCO's new compact line can cover all the wiper sales you want, just call toll-free 1-800-835-2246 (in Kansas 1-800-362-2421). Ask for Ext. 54.
ANCO
To see your way clear.
Gary, Indiana 46440

APAA Show

Parts; Air Filters; Appearance Products and Maintenance Chemicals

Automotive Chemicals (Millions of 1979 Retail Dollars)

	79	80	81	82	83	84	85	86	Annual Growth Rate 1979-1986
Total	$2,156	2,184	2,235	2,298	2,359	2,419	2,485	2,552	2.4%
Functional Fluids	1,031	1,013	1,022	1,038	1,052	1,063	1,077	1,101	0.9%
Maintenance Chemicals	630	650	671	694	717	741	766	792	3.3%
Appearance Products	495	521	542	566	590	615	642	669	4.4%

Replacement Filters (Millions of 1979 Retail Dollars)

	79	80	81	82	83	84	85	86	Annual Growth Rate 1979-1986
Total	$2,010	1,984	2,062	2,176	2,248	2,319	2,387	2,462	2.9%
Air	590	633	656	694	725	774	826	876	5.8%
Oil	1,084	1,027	1,057	1,116	1,146	1,157	1,161	1,174	1.5%
Others	336	332	349	366	377	388	400	412	3.0%

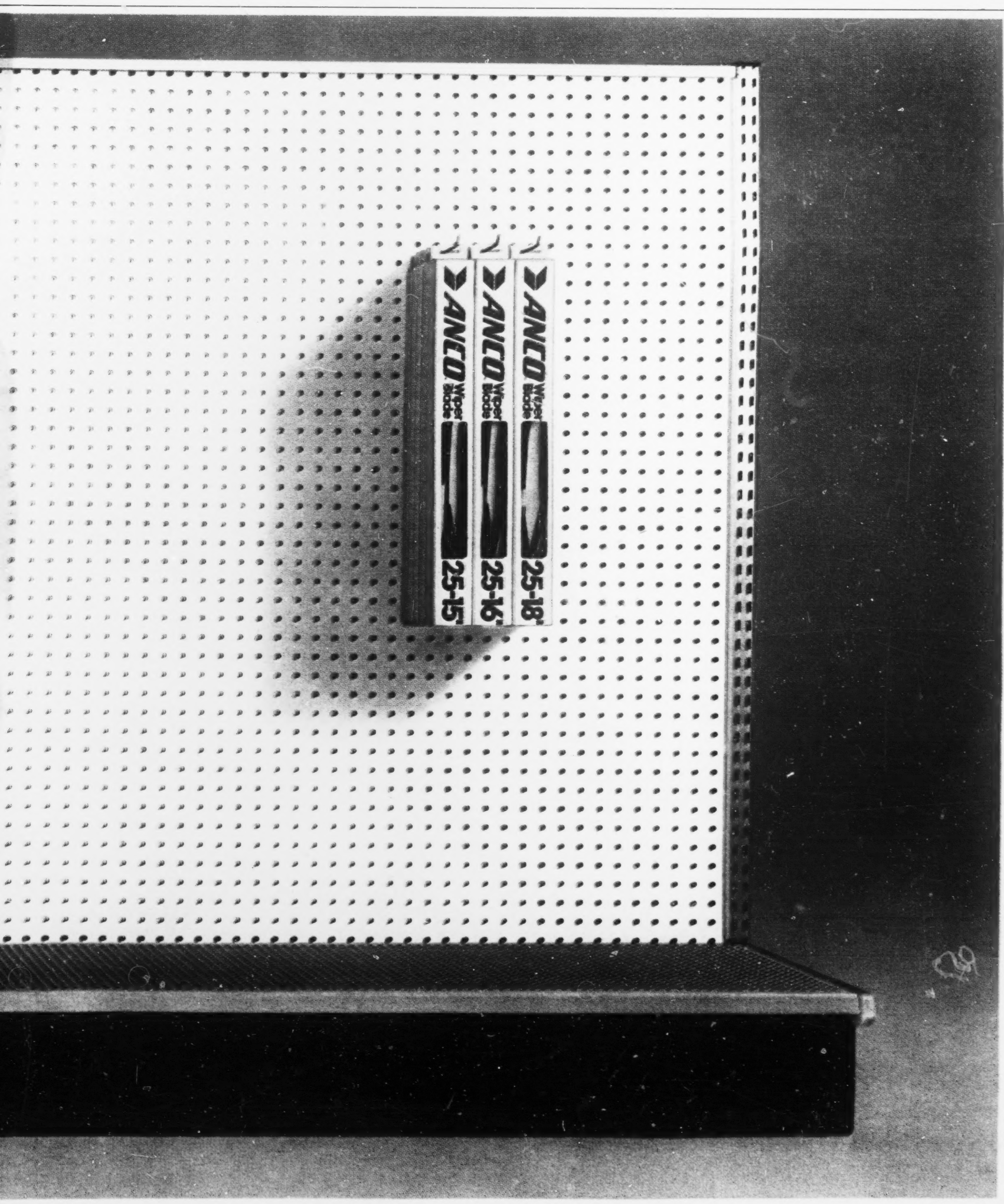
Replacement Tires (Billions of 1979 Retail Dollars)

	79	80	81	82	83	84	85	86	Annual Growth Rate 1979-1986
Total	$11.60	10.13	10.51	11.52	11.93	12.09	12.24	12.34	0.9%
Passenger Car & Motorcycle	6.93	6.07	6.25	6.63	6.88	6.91	6.96	7.01	0.2%
Truck, Farm, Industrial & Utility	4.67	4.06	4.26	4.89	5.05	5.18	5.28	5.33	1.9%

General Service (Millions of 1979 Retail Dollars)

	79	80	81	82	83	84	85	86	Annual Growth Rate 1979-1986
Total	$5,573	5,208	5,368	5,721	5,846	5,957	6,040	6,148	1.4%
Spark Plugs	969	806	874	888	869	847	842	827	– 2.2%
Filters	2,010	1,984	2,062	2,176	2,248	2,319	2,387	2,462	2.9%
Batteries	2,594	2,418	2,452	2,657	2,729	2,791	2,811	2,859	1.4%

Source: Automotive Market Research Council (AMRC)



(Continued from page 30)

parts cleaners and degreasers and windshield washes, will experience steady growth at 3.3% annually. Meanwhile, functional fluids—antifreeze, automatic transmission fluid, brake fluid, lubricating greases and sealers—are expected to achieve less than 1% annual growth.

AMRC attributes practically nil growth (0.2%) in passenger car tires to increased use of radials and all-season tires. Other segments of the tire market, including truck, farm, industrial and utility tires, are expected to have a 1.9% annual growth.

Clean Air Act Proviso Is Hit

WASHINGTON—The Automotive Parts and Accessories Association, testifying before the House Health and Environment Subcommittee, maintained that active enforcement of the five-year/50,000-mile warranty section of the Clean Air Act will upset the competitive balance that exists is a free marketplace.

The association believes that all warranties should be rolled back to 12 months/12,000 miles in all 50 states.

Merle Krantzman, chairman of the APAA's Government Affairs Committee, said that one major problem is that when a motorist takes his car in for an emission inspection and fails because of a high hydrocarbon or carbon monoxide reading, he has no way of knowing what part or parts have caused that failure. Krantzman called this anticompetitive impact the "artificial distortion of competition."

The association concluded that the 12-month/12,000-mile warranties applicable in all 50 states, coupled with appropriate exercise of recall authority, will protect air quality standards and properly place the burden of repairing defects on manufacturers for a reasonable period of time. The new warranty would also allow an adequate consumer remedy in those cases where latent defects are uncovered after the warranty period, and all without artificially distorting the competition between original equipment manufacturers and the aftermarket companies.

PMA®

PRODUCT MOVEMENT AUDIT

Economy Cuts New-Item Biz In Housewares

By Harold Rubin
President,
HalMar Inc., Distributors

The uncertain economy has discount store and other housewares retailers tightly monitoring their inventory investments, resulting in only five new items appearing on the latest PMA report.

The dearth of innovative new housewares, along with limited ad commitments by manufacturers during the first three quarters of the year, has also played an important role in discounters' reluctance to invest heavily in new items.

The five new housewares

(Continued on page 43)

HOUSEWARES

These nonelectric housewares figures for Jan. 1-Sept. 30, supplied by HalMar Inc., distributors, Holyoke, Mass., cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount clients.

TABLETOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Corelle 16-pc set, green	16,533	31.49	520,624.17
2	2	Corelle 16-pc set, Woodland	15,548	31.49	489,606.52
3	1	Corelle 16-pc set, gold	13,348	31.49	420,328.52
4	5	Expressions, 20-pc st, Indn Smmr	4,458	63.89	284,821.62
5	4	Expressions, 20-pc set, Wildflower	4,277	63.89	273,257.53
6	6	Expressions, 20-pc set, Strawberry	3,516	63.89	224,637.24
7	8	Expressions 20-pc set, Meadow	3,450	63.89	220,420.50
8	7	Dimension IV 16-pc set, Cinnamon	5,582	38.69	215,967.58
9	9	Corelle 16-pc set, blue	6,035	31.49	190,042.15
10	10	Dimension IV 16-pc set, Citrus	2,981	38.69	115,334.89
11	12	Corelle 16-pc set, white	3,267	29.69	96,997.23
12	11	Dimension IV 16-pc set, Almond	2,407	38.69	93,126.83
13	13	Corelle 20-pc set, Woodland	1,347	38.69	52,115.43
14	—	Corelle Traditions, 20-pc st, Hrvst	1,085	47.69	51,743.65
15	—	Corelle Traditions, 20-pc st, Spc	981	47.69	46,783.89

GLASSWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Anchor Hocking 24-pc st, Nwprt gld	3,528	12.59	44,417.52
2	—	Anchor Hocking 40-pc st, Entrtnrs	1,667	26.09	43,492.03
3	1	Anchor Hocking 24-pc st, Nwprt Crystl	3,282	12.59	41,320.38
4	3	Anchor Hocking 24-pc st, Shrwd Brwn	3,325	12.14	40,365.50
5	4	Anchor Hocking 24-pc st, Shrwd Crstl	3,210	12.14	38,969.40
6	5	Anchor Hocking Snoopy bank	18,472	1.70	31,402.40
7	8	Libbey 12-oz bev, Oriental, 8-pc	2,525	9.89	24,972.25
8	12	Anchor Hocking 11-pc tbl srvc, prct	1,797	12.59	22,624.23
9	11	Anchor Hocking 7-pc tbl srvc, prct	2,274	9.89	22,489.86
10	10	Libbey 12½-oz, bev, Brkshr, 8-pc	2,046	10.52	21,523.92
11	6	Anchor Hocking 10½-oz mg, Stwby	13,327	1.61	21,456.47
12	-	Anchor Hocking 16-pc st, Bamboo	1,390	15.29	21,253.10
13	14	Anchor Hocking 12-oz bev, Roses	4,759	4.22	20,082.98
14	9	Libbey 12-oz red wine, Citation	3,061	6.11	18,702.71
15	—	Anchor Hocking 4" ashtray, gold	22,251	0.80	17,800.80

COOKWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ekco 13" oblong ck pn, Bkr's Scrt	15,744	3.41	53,687.04
2	8	Ekco 17¼" ckie sht, Bkr's Scrt	11,735	3.86	45,297.10
3	3	Ekco 12-cp mffn pn, Bkr's Scrt	9,901	4.13	40,891.13
4	4	Ekco 15¼" ckie sht, Bkr's Scrt	10,452	3.41	35,641.32
5	5	Ekco 14½" roast pn, Bkr's Scrt	6,598	4.67	30,812.66
6	7	Ekco 9¼" loaf pn, Bkr's Scrt	8,608	3.05	26,254.40
7	6	Ekco pizza pan, Baker's Secret	7,455	3.41	25,421.55
8	8	Ekco 17¼" cookie sheet	10,236	2.42	24,771.12
9	—	Anchor Hocking microwave bcn rck	3,273	6.83	22,354.59
10	10	Ekco 13¼" ckie sht, Bkr's Scrt	7,751	2.69	20,850.19
11	9	Ekco 6-cup muffin pn, Bkr's Scrt	5,705	3.41	19,454.05
12	—	Mirro 9-cup percolator	2,501	7.73	19,332.73
13	11	Nordic Ware 12-cp bndt pn, gld	2,409	7.64	18,404.76
14	—	Ekco 13" roasting pn, Bkr's Scrt	8,832	2.06	18,193.92
15	12	Ekco 10¾" bsct brwn pn, Bkr's	6,631	2.69	17,837.39

PLASTICS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Fesco 32-gal Bruiser trash can	1,260	20.69	26,069.40
2	2	Fesco 22-gal Bruiser trash can	1,722	14.39	24,779.58
3	—	Lerner large sweater box	2,668	6.11	16,301.48
4	8	Republic 1-qt uprite freezette	4,493	2.96	13,299.28
5	10	Republic 1-pt uprite freezette	4,399	2.96	13,021.04
6	4	Lustro-Ware 11-qt round decanter	6,304	1.97	12,418.88
7	3	Travco spaghetti server	9,541	1.16	11,067.56
8	14	Eagle 44-oz oblong Superseal	5,943	1.79	10,637.97
9	11	Lustro-Ware 11-qt hy dty pl alumi	3,986	2.60	10,363.60
10	5	Foley nylon spatula	11,391	0.89	10,137.99
11	—	Deka Strawberry Shrtck mg	7,193	1.34	9,638.62
12	—	Lerner sweater box	2,094	4.49	9,402.06
13	—	Sterilite 2-qt rfrgrtr bttl	5,783	1.61	9,310.63

(Continued on page 43)

Up 'n' Coming

The following "New Products" chart lists items (and their rank) that are appearing on the HalMar PMA for the first time. The "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published audit.

Category/Items — **Rank**

NEW PRODUCTS

TABLETOP
Corelle Traditions, 20-pc st, Hrvst . . 14
Corelle Traditions 20-pc set, Spc . . . 15

PLASTICS
Deka Strawberry Shortcake mug . . . 11

BATH SHOP
Magnolia hi-rise tlt st, white 14

PYREX
9-in Pie plt w/cvr, Fireside 8

HIGH RISERS

GLASSWARE
Anchor Hocking 40-pc st, Entrtnrs . . 2
Anchor Hocking 4-in ashtray, gld . . . 15

COOKWARE
Ekco 17½-in ckie sht, Bkr's Scrt 2
Anchor Hocking mcrwve bcn rck . . . 9
Mirro 9-cup percolator 12
Ekco 13-in rstng pn, Baker's Secret . 14

PLASTICS
Lerner large swtr bx 3
Eagle 44-oz oblong Superseal 8
Lerner sweater box 12
Sterlite 2-qt rfrgrtr bottle 13

GADGETS
Mirro 3-qt colander 6
Foley 2-qt food mill 10
Comware 3-pc wd spn set 14

CLEANING & CHEMICALS
White Labs 160-oz X-14 mldw rmvr . 9
Scott 14-oz Liquid Gold aerosol 8
Texize 64-oz Fantastic rfll 15

BATH SHOP
Ekco 12-in twl br, chrm 12

RUBBERMAID
Delux dish drnr, almond 12
Twin snk dsh drnr, almond 14
24½-in hi Fliptop wstbskt, almond . . 15

CORNING WARE
2½ Oval cssrl, French White 7
Du-ette set, Spice 8
2½-qt Rnd cssrl, French White 11
10-in Pie plt, French White 12
Menu-ette st, Crnflwr 14

PYREX
2-qt Cssrl w/bskt 10
1-cup Liquid measure 11
1-pt Liquid measure 12
2-qt Oblong bake dish 14
1-qt Liquid measure 15

Your customers love us for our baby.

Wherever they appear, the familiar Gerber name and baby symbol evoke the same feeling of warmth and recognition among consumers...and one thing more...confidence that every Gerber product will meet their expectations.

Gerber®
General Merchandise

Recognized Brands & Total Programs to make your Baby Business Boom

HOUSEWARES

(Continued from page 42)

GADGETS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Rhodes timer, white	5,796	7.64	44,281.44
2	1	Swing-A-Way portbl hnd can opener	10,340	3.86	39,912.40
3	3	Rhodes timer, gold	3,640	7.64	27,809.96
4	4	Ekco 3-Way can opener	17,816	1.52	27,080.32
5	5	Ekco can opener w bottle opener	28,311	0.89	25,196.79
6	—	Mirro 3-qt colander	3,721	5.30	19,721.30
7	7	Ekco 2⅛" barrel rolling pin	4,582	3.95	18,098.90
8	10	Ekco can opener, plastic handle	7,957	2.24	17,823.68
9	8	Ekco peeler	28,608	0.62	17,736.96
10	—	Foley 2-qt food mill	1,739	9.89	17,198.71
11	6	Ekco 8-wing egg beater	4,013	4.04	16,212.52
12	11	Bonny pastry brush	8,167	1.97	16,088.99
13	13	Range Kleen 6" reflector pan	6,261	2.51	15,715.11
14	—	Comware 3-pc wood spoon set	13,527	1.16	15,691.32
15	15	Gemco food chopper	6,540	2.33	15,238.20

CLEANING & CHEMICALS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Johnson 14-oz Pledge, lemon	13,046	3.14	40,964.44
2	2	Texize 32-oz Fantastic refill	16,060	2.51	40,310.60
3	5	3M 16-oz Scotch Guard	6,133	5.39	33,056.87
4	9	White Labs 160-oz X-14 midw rmvr	8,834	3.14	27,738.76
5	3	Johnson 14-oz Wood Pledge	7,896	3.14	24,793.44
6	7	Drackett 26-oz Drano	6,324	3.50	22,134.00
7	4	Johnson 14-oz Pledge	6,878	3.14	21,596.92
8	13	Scott 14-oz Liquid Gold aerosol	4,786	4.31	20,627.66
9	6	Texize 32-oz Glass Plus w pistol	9,352	2.15	20,106.80
10	12	Johnson 27-oz Future	4,370	4.40	19,228.00
11	8	Drackett 10-oz Endust	5,088	3.77	19,181.76
12	14	Drackett 48-oz Vanish	7,631	2.51	19,153.81
13	10	Texize 32-oz Glass Plus, refill	10,237	1.70	17,402.90
14	14	Drackett 12-oz Vanish, automatic	8,000	2.15	17,200.00
15	—	Texize 64-oz Fantastic refill	4,560	3.50	15,960.00

BATH SHOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Magnolia molded toilet seat, wht	4,735	9.44	44,698.40
2	2	Selfix portable shower spray	3,251	8.95	29,096.45
3	3	Magnolia padded toilet st, wht	1,439	17.54	25,240.06
4	6	Selfix twin hooks, 2-pk	15,114	1.34	20,252.76
5	7	Selfix shampoo spray	9,579	1.97	18,870.63
6	4	Magnolia padded toilet seat, blk	1,020	17.54	17,890.80
7	5	Magnolia padded toilet seat, brn	956	17.54	16,768.24
8	8	Ekco 18" towel bar, chrome	7,364	2.24	16,495.36
9	9	Selfix toilet tissue holder	10,424	1.52	15,844.48
10	12	Ekco toilet tissue holder, chrome	6,344	2.15	13,639.60
11	15	Ekco 24" towel bar, chrome	5,166	2.60	13,431.60
12	—	Ekco 12" towel bar chrome	5,875	2.06	12,102.50
13	11	Selfix towel ring	7,817	1.52	11,881.84
14	—	Magnolia hi-rise toilet seat, wht	795	14.39	11,440.05
15	10	Magnolia square-back toilet seat	905	12.59	11,393.95

PYREX

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	3-qt Oblong bake dish	12,266	5.21	63,905.86
2	4	2-qt Bake dish w basket, Fireside	6,368	8.99	57,248.32
3	3	3-qt Bake dish w basket	3,777	14.39	54,351.03
4	7	1½-qt Casserole w bskt, Frsd	6,061	8.09	49,033.49
5	6	2-qt Oblong bk dsh, Fireside	2,478	15.47	38,334.66
6	5	Bake, Serve & Store st, Wdlnd	2,639	14.21	37,500.19
7	9	8" Cake dish w bskt, Frsd	4,574	8.09	37,003.66
8	—	9" Pie plate w cover, Frsd	4,504	8.09	36,437.36
9	8	2-qt Casserole, Fireside	2,234	15.47	34,559.98
10	—	2-qt Casserole w basket	2,299	14.39	33,082.61
11	—	1-cup Liquid measure	15,523	2.06	31,977.38
12	—	1-pt Liquid measure	11,990	2.51	30,094.90
13	10	6-oz Custard cup	9,155	3.14	28,746.70

(Continued on page 45)

You'll love us for our programs.

Last fall, Gerber introduced a total promotion program to make instant brand recognition pay off for you as never before. Exciting promotions on Gerber nursers kicked off the program. But it doesn't stop there. Now, there's a program on Gerber infant shirts designed to keep your Baby Business Booming.

- **During the January-March period, Gerber introduces a new expanded line of infant shirts. Gerber now has *new shirt sizes*—newborn, small, medium and large—*new colors*—blue, maize and mint—and *new prints* as well as the traditional white shirts in the popular slip-on snap-side and sleeveless styles. 24 SKU's in all to give you complete coverage of the market and to satisfy virtually every customer need and preference. Of course, every Gerber baby shirt is 100% cotton, with controlled shrinkage.**
- **Generous off invoice and advertising allowances will boost your sales and profits on Gerber baby shirts.**
- **Gerber baby shirt packages will carry a powerful consumer offer: 50¢ off in-package coupon good towards the next purchase of two Gerber baby shirts. Eye-catching package flags will draw consumers for extra sales now and repeat purchases.**

Contact your Gerber Products representative today for details on how our Total Promotion Program can create a Baby Business Boom for you!

PMA®

PRODUCT MOVEMENT AUDIT

New-Item Biz

(Continued from page 42)

items that showed up on the audit for the nine-month period ended Sept. 30 included three from Corning Glass, denoting that manufacturer's ongoing efforts to maintain and expand its market.

This marketing plan of introducing new items, which is followed by few other housewares suppliers, means that Corning Glass already has new items in the pipeline before older products have even peaked, much less slid down in movement.

Corning Glass' three new items illustrate this marketing approach. Two, in the tabletop category, are the new line of Traditions 20-pc. dinnerware; one is in a new pattern, Harvest Home, while the other is in the Spice O' Life design that is a staple for Corning Ware cookware.

Earlier this year the manufacturer expanded its dinnerware offering by introducing more different-sized sets for the lines already in its mix, such as Corelle and Expressions.

The new Traditions line with its floral rim patterns, is designed to attract consumers who weren't interested in Corning's three other lines. As an added incentive for the new design, the highly popular Spice O' Life pattern found on cookware was included as one of the three styles to enable homemakers to coordinate their Corning Ware with the new dinnerware.

A similar marketing approach is evident for the vendor's new Pyrex product. The 9-in. pie plate in the amber-colored Fireside line was augmented with the addition of a plastic cover to give shoppers an added reason to purchase this bakeware item.

The two major glassware manufacturers, Anchor Hocking and Libbey, and Rubbermaid are among the few other vendors who pursue similar marketing programs of continually introducing new products to spur sales.

In Rubbermaid's case, the main interest is in the addition of new colors to offset the obsolescence of older hues. The current PMA shows the vendor's heavy commitment to the two colors added during the past two years—chocolate captured six listings, while almond showed up on four items.

Gold, which has been a staple neutral shade, accounted for three listings. White and blue were the colors for bath mats, one of the few products where these hues are still vital.

No new items showed up on the glassware chart despite the introduction of new designs by the major manufacturers. This situation reflected the reluctance of discounters to make large inventory commitments to any of the new patterns during the current unsettled economic times. Rather, chains are conducting limited tests of new designs in quantities that don't make them top sellers on the PMA.

The latest audit, as did previous reports, denoted the heavy demand for staple house-

(Continued on page 45)

PRODUCT MOVEMENT AUDIT

New-Item Biz

(Continued from page 43)

wares.

The advent of the fall season has resulted in such seasonal housewares as Lerner sweater boxes (Nos. 3 and 12 on the plastics chart) and White Lab's X-14 mildew remover (No. 9 on the cleaning and chemicals report) making the PMA.

Ekco bakeware items dominated the cookware listing as homemakers are more interested in baking during the fall and into Christmas.

A Travco spaghetti server again made the plastics lists (No. 7) as this ethnic cookware item is important in many regional markets.

Only three items specifically tagged for microwave use made the report—an Anchor Hocking bacon rack as No. 9 on the cookware audit and a microwave browning grill and a microwave set as Nos. 6 and 10 on the Corning Ware audit.

Microwave ovens still haven't taken off in the Northeast, and the limited consumer interest for this cookware has resulted in slow sales—as compared to other sections of the country—for microwave cookware.

HOUSEWARES

(Continued from page 43)

CORNING'S RANGETOPPERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	6-pc Rangetoppers set, Cornflower	640	62.09	39,737.60
2	6-pc Rangetoppers set, Spice	549	69.29	38,040.21
3	6-pc Rangetoppers set, Wildflower	524	69.29	36,307.96
4	10" Skillet, Spice	483	33.74	16,296.42
5	10" Skillet, Cornflower	490	31.49	15,430.10
6	5-qt Saucepot, Cornflower	348	33.74	11,741.52
7	5-qt Saucepot, Spice	288	35.99	10,365.12
8	10" Skillet, Wildflower	306	33.74	10,324.44
9	8½" Skillet, Cornflower	359	27.89	10,012.51
10	8½" Skillet, Spice	314	29.69	9,322.66
11	5-qt Saucepot, Wildflower	252	35.99	9,069.48
12	8½" Skillet, Wildflower	270	29.69	8,016.30
13	2½-qt Saucepan, Spice	236	26.72	6,305.92
14	1½-qt Saucepan, Cornflower	238	22.49	5,352.62
15	1½-qt Saucepan, Spice	242	19.79	4,789.18

RUBBERMAID

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	10¾"-hi Rect Indry bskt, choc	7,949	5.21	41,414.29
2	2	10¾"-hi Rect Indry bskt, gld	6,179	5.21	32,192.59
3	3	10¾"-hi Rect Indry bskt, almnd	6,126	5.21	31,916.46
4	4	24½"-hi Flptp wstbskt, choc	4,132	7.55	31,196.60
5	6	Bath mat, white	9,841	2.96	29,129.36
6	5	22"-hi Covered wstbskt, choc	3,649	7.55	27,549.95
7	8	Bath mat, blue	8,824	2.96	26,119.04
8	7	11½"-dp Square dshpn, choc	8,986	2.87	25,789.82
9	9	Bathmat, chocolate	8,607	2.96	25,476.72
10	10	10¾"-hi Rect Indry bskt, yllw	4,713	5.21	24,554.73
11	12	Delux dish drainer, choc	4,152	5.66	23,500.32
12	—	Delux dish drainer, almond	3,839	5.66	21,728.74
13	14	5¼"-dp Dishpan, gold	7,507	2.87	21,545.09
14	—	Twin sink dish drainer, almond	4,469	4.76	21,272.44
15	—	24½"-hi Flptp wstbskt, almnd	2,796	7.55	21,109.80

CORNING WARE

1	5	3-pc French White set	3,108	38.69	120,248.52
2	1	Du-ette set, Cornflower	7,321	14.39	105,349.19
3	2	Sidekick	12,874	8.09	104,150.66
4	3	Casser-ette	11,713	7.55	88,433.15
5	4	Snack-It set	4,951	10.97	54,312.47
6	10	Microwave browning grill	2,023	24.74	50,049.02
7	—	2½-qt Oval cssrl, Frnch Wht	2,716	16.64	45,194.24
8	—	Du-ette set, Spice	2,199	17.99	39,560.01

Rangetoppers Gets Limited Acceptance

The Rangetoppers line has met with generally limited acceptance by retailers, including discounters, and consumers during Corning Glass' more than six months of distribution and promotion of its new line of top-of-stove cookware.

Manufacturer executives have acknowledged that the line's sales haven't been up to expectations. This is evident from the special Product Movement Audit report for Rangetoppers for the nine months ended Sept. 25, which shows minute unit or dollar movement as compared to either regular cookware or Corning Ware cookware.

The Rangetoppers audit's movement reflects initial orders and very limited reorders as discounters and other retailers noted little consumer demand for this higher-priced cookware.

Rangetoppers' higher retail price as compared to Corning Ware was cited by manufacturer executives as one of a number of problems they faced in marketing the new line.

The key consideration was differentiating Rangetoppers as top-of-stove cookware from Corning Ware, which consumers conceive primarily as in-stove cookware and bakeware.

Corning Glass hasn't been very successful in developing a unique cookware identity for Rangetoppers apart from being another part of the Corning Ware mix—and retailers' display of this cookware hasn't helped the manufacturer's marketing efforts.

Most retailers, including the preponderance of discounters that carry Rangetoppers, have included this cookware within the Corning Ware assortment, reinforcing the image of the line as being another Corning Ware product.

Corning Glass executives, when Rangetoppers was introduced, said the cookware was being positioned to compete with higher-priced, premium cookware such as Farberware and Revereware, and wasn't going to be marketed as part of the Corning Ware line.

The manufacturer's new ad program, set for the holiday sales period, will therefore attempt to establish a separate image for Rangetoppers by us-

(Continued on page 47)

ARE THE BIG NAMES IN BATTERIES TYING-UP YOUR PORTABLE LIGHTING PROFITS?

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DORCY

ELECTRIC HOUSEWARES

These electric housewares figures, for Jan. 1 through Sept. 12, supplied by Myron Nickman, a division of Cook United, Maple Heights, Chio, cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount clients.

STYLER/DRYERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5	Gillette 1300W Supermax Pro	5,605	15.24	85,420.20
2	5	Gillette 1000W Supermax 2	3,593	19.80	71,141.40
3	2	Conair 1000W Pro dryer	5,057	13.03	65,892.71
4	3	Conair 1200W Pistol Power	4,352	11.59	50,439.68
5	4	Conair 1200W Pro stlr w brsh	1,793	21.76	39,015.68
6	9	Georgie 1400W Turbo dryer	2,247	12.56	28,222.32
7	7	Norelco 1000W Gotcha Gun	2,241	11.46	25,681.86
8	6	Northern 1200W Pro	1,891	10.74	20,309.34
9	8	Northern 1200W fldng-mini dryr	1,905	10.36	19,735.80
10	11	Northern 1000W	1,463	13.43	19,648.09
11	12	Clairol 1200W Sn Of a Gn	894	20.93	18,711.42
12	10	Gillette 1200W Supermax	788	20.80	16,390.40
13	13	Clairol 1000W Dry Guy	672	20.10	13,507.20
14	18	Northern 1200W Compact	1,388	8.98	12,464.24
15	14	Norelco 1200W Gtcha Gn	868	14.30	12,412.40
16	17	Conair 1250W Vagabond	839	14.46	12,131.94
17	16	Sassoon 1200W Prf md-sz stlr	647	13.84	8,954.48
18	21	Windmere 1250W Boss	620	12.24	7,588.80
19	—	Conair 1500W Pro w attchmnts	264	22.26	5,876.64
20	—	Gillette 1500W Promax	327	17.11	5,594.97
21	20	Sassoon 1500W Prf Erpn stlr	184	23.50	4,324.00
22	—	Windmere 1500W Boss 1500	180	15.96	2,872.80
		TOTALS	37,818		546,336.37

SLOW COOKERS

1	2	Rival 3½-qt alm	6,742	13.91	93,781.22
2	1	Rival 3½-qt removable lnr	3,714	22.81	84,716.34
3	3	Rival 5-qt rmvbl lnr, beige	2,309	28.03	64,721.27
4	4	Rival 3½-qt, flame	2,177	12.49	27,190.73
5	5	Rival 5-qt rmvbl lnr, avoc	645	22.58	14,564.10
6	6	Rival 1-qt Crockette	112	12.35	1,382.20
		TOTALS	15,699		286,355.86

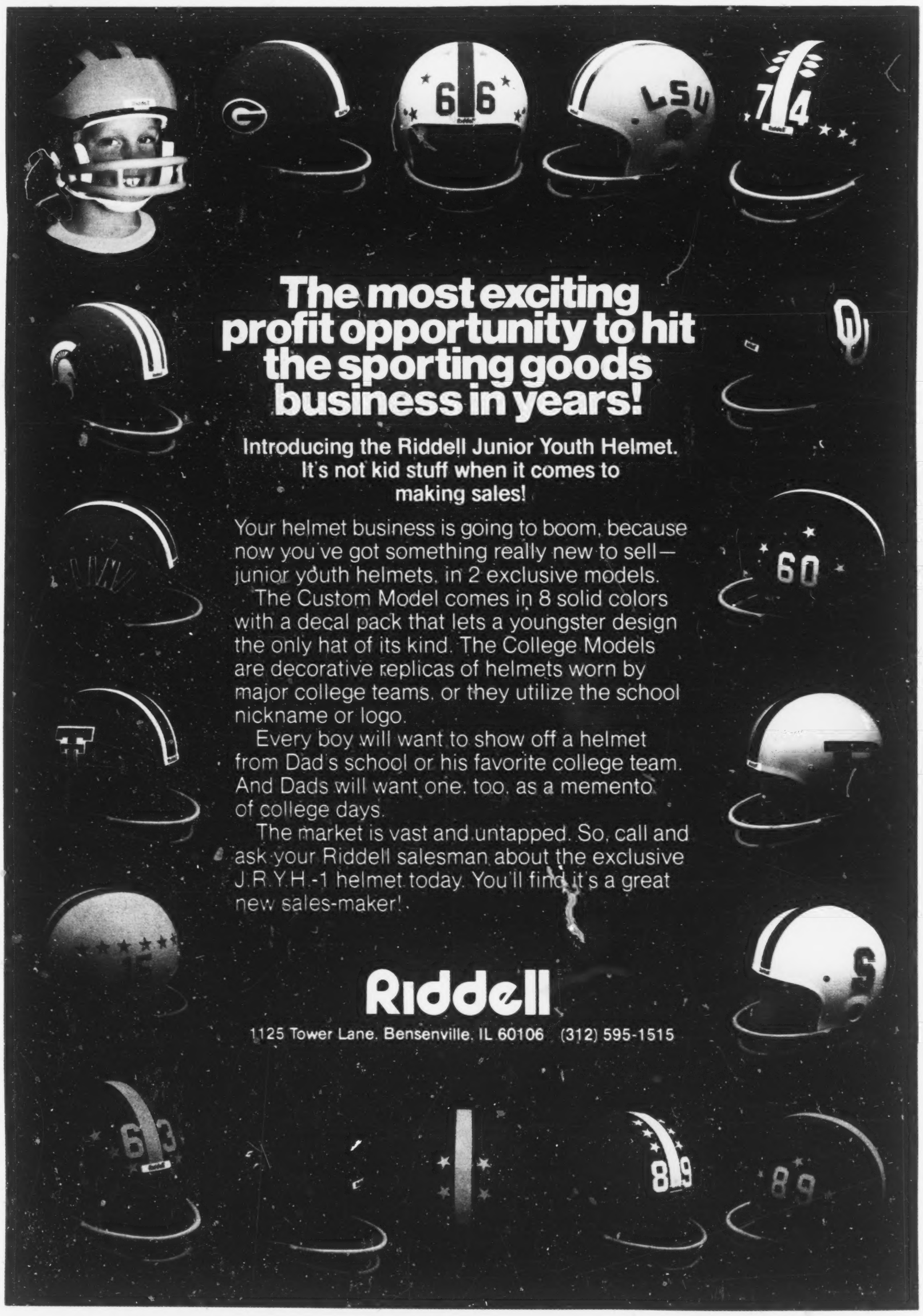
CURLING BRUSHES AND WANDS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Shetland curling brush	12,404	5.74	71,198.96
2	1	Shetland Two-to-Get Set	6,793	9.25	62,835.25
3	15	Gillette Body & Curl	4,165	12.89	53,686.85
4	4	Conair curling brush	4,455	8.54	38,045.70
5	5	Georgie Adjstbl crlng brsh	3,981	8.29	33,002.49
6	12	Norelco Curl Q	2,445	10.46	25,574.70
7	6	Clairol Crazy Curl	1,960	12.11	23,735.60
8	11	Northern Pro irn, chrm	4,470	5.00	22,350.00
9	8	Northern Pro stlng brsh	3,233	6.76	21,855.08
10	9	Norelco Wave Maker	1,590	11.73	18,650.70
11	7	Dazey Beauty Curl	6,582	2.80	18,429.60
12	10	Conair Curls 'N Curls	3,492	4.99	17,425.08
13	14	Sassoon Prof curling iron	1,300	7.79	10,127.00
14	—	Clairol Soft crlng brsh	476	14.94	7,111.44
15	—	Windmere curling brush	1,282	5.10	6,538.20
16	18	Gillette Super Curl	558	11.24	6,271.92
17	—	Sassoon Prof brush iron	565	9.69	5,474.85
18	—	Gillette Clicker	293	18.43	5,399.99
19	16	Dallas Hot Pick	384	11.43	4,389.12
20	—	Windmere Pretty Curl	513	5.14	2,636.82
21	—	Windmere Ht crlng brsh	147	7.16	1,052.52
		TOTALS	61,088		503,791.87

TOASTERS

1	1	Proctor-Silex 2-sl, promo	7,579	12.66	95,950.14
2	2	Toastmaster 2-sl, promo	6,837	13.43	91,820.91
3	3	Toastmaster 4-slice	2,646	22.26	58,899.96
4	4	Proctor-Silex 4-sl, promo	2,468	19.41	47,903.88
5	6	Proctor-Silex 2-sl, Brdmts	3,068	13.33	40,896.44
6	7	Toastmaster 2-sl, atmtc	2,135	16.63	35,505.05
7	5	Toastmaster 4-sl, dul ctrl, wd tn	1,024	31.54	32,296.96
		TOTALS	25,757		403,273.34

(Continued on page 47)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PMA PRODUCT MOVEMENT AUDIT

Personal Care, Drips to Spark Fall Electrics

By Howard Bobroff
President,
Myron Nickman Distributors

Bearish is the word to describe the outlook for electric housewares.

Personal care appliances and drip coffeemakers are due to get the biggest play this fall, with discounters and other retailers focusing their merchandising on selected, traditional basics to maximize sales in the face of the uncertain economy.

This concern about generating sales was also evident from the fact that only two new items showed up on the Product Movement Audit for the nine-month period ended Sept. 12. These were a Sassoon professional brush iron and Gillette's butane-powered Clicker curling wand, with only the latter an innovative new product that retailers were willing to support with inventory dollars.

The current audit illustrates the bearish outlook as retailers backed selective, tried-and-true, small appliances—and,

(Continued on page 47)

Moving Up

The following "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published Myron Nickman electric housewares report. The "New Items" chart lists products (and their rank) that are appearing for the first time on the audit.

Category/Item	Rank
HIGH RISERS	
STYLER/DRYERS	
Northern 1200W Compact	13
Conair 1500W Pro w/attachment	18
Gillette 1500W Promax	19
Windmere 1500W Bross 1500	21
CURLING WANDS	
Gillette body + curl	3
Norelco Curl Q	6
Clairol Soft Curl Brush	14
Windmere Curling Brush	15
Windmere Pretty Curl	20
Windmere Hot Curling Brush	21
DRIP COFFEEMAKERS	
North Amer Mr Coffee 10-cup	9
SPECIALTY ELECTRICS	
Northern 4-qt. Pcr ice crm mkr, alm	2
Sunbeam Great Amr Ppcrn Mch II	10
Toastmaster Mini Griddle	11
Waring Ice Cream Parlor	12
Northern 4-qt Pacer ice crm mkr, br	13
FOOD PROCESSORS	
Hamilton Beach 2-speed	1
BLENDERS	
Oster 10-speed, almond	5
HAND MIXERS	
Rival 5-speed	12
CAN OPENERS	
Rival w/knife sharp, avocado	9
IRONS	
Sunbeam steam iron, promo	2
Proctor-Silex Lady Light steam/dry	9
NEW ITEMS	
CURLING WANDS	
Sassoon Prof Brush Iron	17
Gillette Clicker	18

PMA®

PRODUCT MOVEMENT AUDIT

Fall Electrics

(Continued from page 46)

those that were supported did receive strong commitments.

The items that appeared on the PMA were, for the most part, products whose names are among the most recognized electrics. Lesser-known items —and offerings from secondary vendors—received little, if any, inventory commitment.

Styler/dryers and curling wands were the two categories that received the greatest commitment in the number of items that made the audit.

While only nine drip coffeemakers made the listing, the actual unit movement was the second highest. Discounters and other retailers maintained large stocks to support continuing strong sales that were expected to extend into the fourth quarter.

In the kitchen electrics area, specialty electrics had the greatest number of items, 13, making the PMA. This category was sparked by popcorn makers as the staple, and ice cream makers as the spring-and-summer strong seasonal seller.

Indicative of the uncertain outlook for the key holiday sales period was the very limited commitment made to the two higher-priced food preparation classifications—food processors and stand mixers. Together, these two classifications accounted for only seven items, with the total unit and dollar movements the lowest of any category. Products in these two areas tended to carry the highest average retail prices of any merchandise listed in the PMA, and retailers were supporting these items very gingerly.

A sharp counter to the light backing that these two food preparation classifications received was the surprising support for hand mixers.

A dozen hand mixers made the PMA, second highest total for any kitchen electric, while the total unit and dollar movement figures were right in line with those of the other kitchen appliances.

ELECTRIC HOUSEWARES

(Continued from page 46)

DRIP COFFEEMAKERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Proctor-Silex 10-Cup	21,396	20.05	428,989.80
2	2	Norelco 10-cup Dial-a-Brew	5,409	24.60	133,061.40
3	6	North Amer Mr Cffe 12-cp w/svr	2,321	41.11	95,416.31
4	3	North Amer Mr Cffe 10-cp, alm	2,554	29.51	75,368.54
5	5	Hamilton Beach Mini-Drip II	3,994	16.08	64,223.52
6	7	North Amer Mr Cffe 10-cp w/svr, alm	785	39.33	30,874.05
7	8	Norelco Express 4-cup	860	21.29	18,309.40
8	9	Norelco 12-cup Dial-A-Brew II	433	36.49	15,800.17
9	—	North Amer Mr Coffee 10-cp	625	25.16	15,725.00
		TOTALS	38,377		877,768.19

SPECIALTY ELECTRICS

1	1	Wear-Ever Popcorn Pmpr	5,408	27.26	147,422.08
2	10	Northern 4-oz Pcr ic crm frzr, alm	6,640	14.00	92,960.00
3	2	Hamilton Beach Ppcrn Pmpr	1,900	26.98	51,262.00
4	6	Hamilton Beach Fry All	2,732	16.68	45,569.76
5	5	Presto Fry Daddy	1,553	27.21	42,257.13
6	4	Presto Popcorn Now	1,617	25.89	41,864.13
7	3	Shetland Corn Popper	2,181	16.71	36,444.51
8	7	Hamilton Beach Bttr-up Pppr	1,273	16.11	20,508.03
9	8	West Bend Butter Mtc ppcrn mkr	1,054	13.40	14,123.60
10	—	Sunbeam Great Amr Ppcrn Mchn II	516	26.71	13,782.36
11	—	Toastmaster Mini Griddle	268	25.59	6,856.12
12	—	Waring Ice Cream Parlor	220	25.81	5,678.20
13	—	Northern 4-qt Pcr ic crm frzr, brw	197	13.96	2,750.12
		TOTALS	25,559		521,480.04

FOOD PROCESSORS

1	—	Hamilton Beach 2-sp fd prcssr	353	50.79	17,928.87
2	2	Sunbeam Le Chef	162	108.08	17,508.96
		TOTALS	515		35,437.83

CAN OPENERS

1	1	Rival, almond	6,260	12.36	77,373.60
2	2	Rival Slimline w/knf shrp, alm	3,124	15.08	47,109.92
3	3	Rival w/knife sharp, white	3,574	13.00	46,462.00
4	4	Rival w/knife sharp, gold	2,243	12.86	28,844.98
5	5	Rival, gold	1,697	11.34	19,243.98
6	6	Rival Slimline w/knf shrp, white	950	15.45	14,677.50
7	8	Dazey can opener	1,365	9.50	12,967.50
8	7	Waring w/knife sharp	738	13.48	9,948.24
9	—	Rival w/knife sharpener, avocado	127	29.79	3,783.33
		TOTALS	20,078		260,411.05

BLENDERS

1	1	Hamilton Beach 7-spd, alm	3,240	20.10	65,124.00
2	2	Hamilton Beach 14-sp, Blndr Pls, gld	1,759	29.48	51,855.32
3	3	Waring 2-speed blender	2,465	17.54	43,236.10
4	4	Waring 8-speed, Titan	1,821	20.13	36,656.73
5	—	Oster 10-speed, almond	1,352	27.04	36,558.08
6	5	Waring 14-speed, almond	514	23.20	11,924.80
		TOTALS	22,302		245,355.03

STAND MIXERS

1	1	Sunbeam, w/dough hook, alm	436	80.60	35,141.60
2	4	Waring 12-speed	1,344	23.70	31,852.80
3	2	Sunbeam, w/dough hook, white	244	83.09	20,273.96
4	3	Hamilton Beach 9-sp w/dgh hk	350	51.19	17,916.50
5	5	Waring 6-speed, 2-way, white	678	22.43	15,207.54
		TOTALS	3,049		120,392.40

HAND MIXERS

1	4	Sunbeam, 5-sp Burst of Pwr, alm	1,752	22.50	39,420.00
2	2	Waring 12-speed, almond	2,468	15.35	37,883.80
3	5	Hamilton Beach 3-sp, alm, det cord	2,287	14.28	32,658.36
4	3	Hamilton Beach 3-sp, gld det cord	2,056	14.18	29,154.08
5	1	Sunbeam 3-speed, white	2,111	12.81	27,041.91
6	6	Hamilton Beach 3-speed, gold	2,029	11.93	24,205.97
7	9	Hamilton Beach, 3-speed, alm	1,090	12.76	13,908.40
8	7	Sunbeam 5-sp, Burst of Power, white	481	23.80	11,447.80
9	8	Waring 6-speed, white	740	13.48	9,975.20
10	10	Hamilton Beach 5-spd w/cse, alm	405	19.73	7,990.65
11	11	Waring 6-speed, almond	494	11.16	5,513.04
12	—	Rival 5-speed	318	13.53	4,302.54
		TOTALS	16,231		243,501.75

IRONS

1	1	Proctor-Silex steam	7,842	13.34	104,612.28
2	8	Sunbeam steam iron, promo	2,801	15.39	43,107.39
3	2	Sunbeam self-clean, promo	1,645	24.03	39,529.35
4	3	Hamilton Beach Speed-O-Light II	1,327	17.35	23,023.45
5	7	Proctor-Silex dry/steam/spray	1,195	15.94	19,048.30
6	4	Struhl travel iron	2,719	6.08	16,531.52
7	6	Proctor-Silex Ldy Lght spry/stm	578	24.31	14,051.18
8	5	Sunbeam Shot of Steam	436	30.99	13,511.64
9	—	Proctor-Silex Ldy Lght, stm/dry	586	15.45	9,053.70
		TOTALS	19,129		282,468.81

Rangetoppers

(Continued from page 45)

ing the tag line "Rangetoppers by Corning," rather than the line used in previous ads, "Corning Ware Rangetoppers."

A few catalog showrooms have differentiated Rangetoppers from Corning Ware in their 1981-82 books by showing the top-of-stove cookware with regular cookware, rather than with Corning Ware.

Manufacturer executives have noted that catalogers were doing a good job with Rangetoppers, with movement better than indicated on the basis of past results with premium cookware.

Best Products, in its new catalog, has a 6-pc. Rangetoppers set and three open-stock items on a page that includes two metal cookware sets. The Rangetoppers set is the lowest-priced of the three, running about $45 in the different Best editions, while the metal cookware sets are tagged at $135 and $68.

Ellman's has a 6-pc. Rangetoppers set on a gourmet shop cookware page that also has two pressure cookers, two roasters and three teakettles. Rangetoppers has the highest tag at $48, but is competitive with a pressure cooker at $45 and a roaster at $43.

Rangetoppers is also part of a two-page spread for specialty metal cookware such as canners and pressure cookers in the George Associates group catalog. A 7-pc. set is merchandised at about $70, a price that's in line with other items that range from $12 for a stainless steel whistling teakettle to $70 for a 22-qt. pressure cooker and canner.

The Merchandisers Association Inc. and Mutual Merchandising groups included Rangetoppers on pages along with Corning Ware cookware. A number of groups, including Creative Merchandising, Jewelcor, Paul Schultz Catalogs, Charter Catalogs and independents Consumers Distributing and Service Merchandise didn't include Rangetoppers in their books. Members of these groups are banking on the line selling as a not-in-catalog item.

An analysis of the Rangetoppers PMA shows that the 6-pc. sets had the highest movement due to the same shopper interest in purchasing sets to save money as is reflected in the strong demand for Corning Ware sets.

The fashion interest is also similar, with Spice and Cornflower designs having greater movement than Wildflower pattern items.

The other major trend is the stronger interest in larger-size pieces, with 10-in. skillets scoring higher than 8½-in. pieces and 5-qt. saucepots generating more movement than 2½-qt. saucepans.

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THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Store-Personnel Protection Is Tight, Not Foolproof

BALTIMORE—An assistant manager of a K mart store here was shot and killed early the morning of Oct. 25 after he was accosted by two armed intruders when he opened the store to allow the maintenance shift to change.

Police said Keith E. Bee, 27, the victim, arrived at the store at 5760 Wabash Ave., with his 3-year-old son at 7:30 a.m. He was in the process of letting the Saturday night maintenance man out of the store when two men with a shotgun appeared.

The intruders forced Bee, his son and the maintenance man inside the store, where they locked the youngster in an employee lounge and the maintenance man in a storeroom, police said. Bee was then taken to the store office, where he was forced to unlock the safe. The robbers confiscated the safe's contents, then took Bee back to the store floor, where they took numerous items of merchandise, including guns and ammunition, police said.

Before fleeing the store in Bee's car, the two intruders forced Bee to lie on the store floor, where he was shot in the back of the head with the gun stolen from the store, police said.

Nationwide DSN Report

Store security is a key topic among discounters, particularly in the aftermath of the recent slaying of a K mart store manager in Baltimore.

In interviews with several discount store chains, *Discount Store News* discussed the problems of store security, primarily in areas involving protection of store personnel: store-opening and closing and bank-deposit situations.

Although chains involved in the interviews were confident of their particular security systems, all agreed: What happened at K mart can happen anywhere.

"If somebody wants to get in bad enough, they'll get in. If they want to rob you they will. Our philosophy is to minimize the danger to the maximum number of people we can," said Hills' loss prevention director David Baldwin.

Baldwin said the store-opening and closing program at Hills has been refined to alert police and have them on the scene unless procedures are followed to the T.

Hills requires that two store employees open and close its buildings, and do so at specific times designated. As soon as the locking or unlocking procedure is completed, the manager must call a central head-

(Continued on page 22)

Baumann, Evans of DH 'Pool' Fill Last Jefferson/Ward Gaps

MIAMI—Montgomery Ward completed the restructuring of its Jefferson/Ward discount arm's top executive staff by plucking two more executives from Dayton Hudson's pool of talent.

Arthur F. Baumann
Pres., Chief Operating Officer, Jefferson/Ward

Arthur F. (Jim) Baumann, chairman and chief executive officer of Arizona-based Diamond's department stores, was named president and chief operating officer of Jefferson/Ward.

Richard Evans, Target's vice president and merchandise manager for housewares and domestics, was appointed senior vp and general merchandise manager, hard lines, of Jefferson/Ward.

Both appointments denote the key role that Stephen L. Pistner, Ward's president and chief execu-

(Continued on page 22)

Two Guys Pares Staff, Stores; Projects New Real-Estate Focus

GARFIELD, N.J.—Two Guys has sharply reduced its merchandising staff and begun to close all but a handful of stores in its long-expected move to become a real estate operator.

This switch from retailing is the execution of the intent of Interstate Properties, a privately held New Jersey real estate company, which took effective control of the discounter's parent, Vornado, in a proxy fight about 30 months ago.

Two Guys at presstime let go at least 18 merchandisers as it revealed the upcoming closing of 18 more stores that will reduce its operation to just a dozen units. Those closings follow on the heels of the current shutting of 15 units disclosed last month.

A statement issued by the board of directors said that losses from the retail business "were such that it [Vornado] no longer desired to be primarily a retailer and would exploit its other assets, which consist primarily of real estate."

Those assets may be leased or sold to others, the company said.

"The company has sold one property, leased three others and is in various stages of sale and lease negotiations of additional property," the statement added.

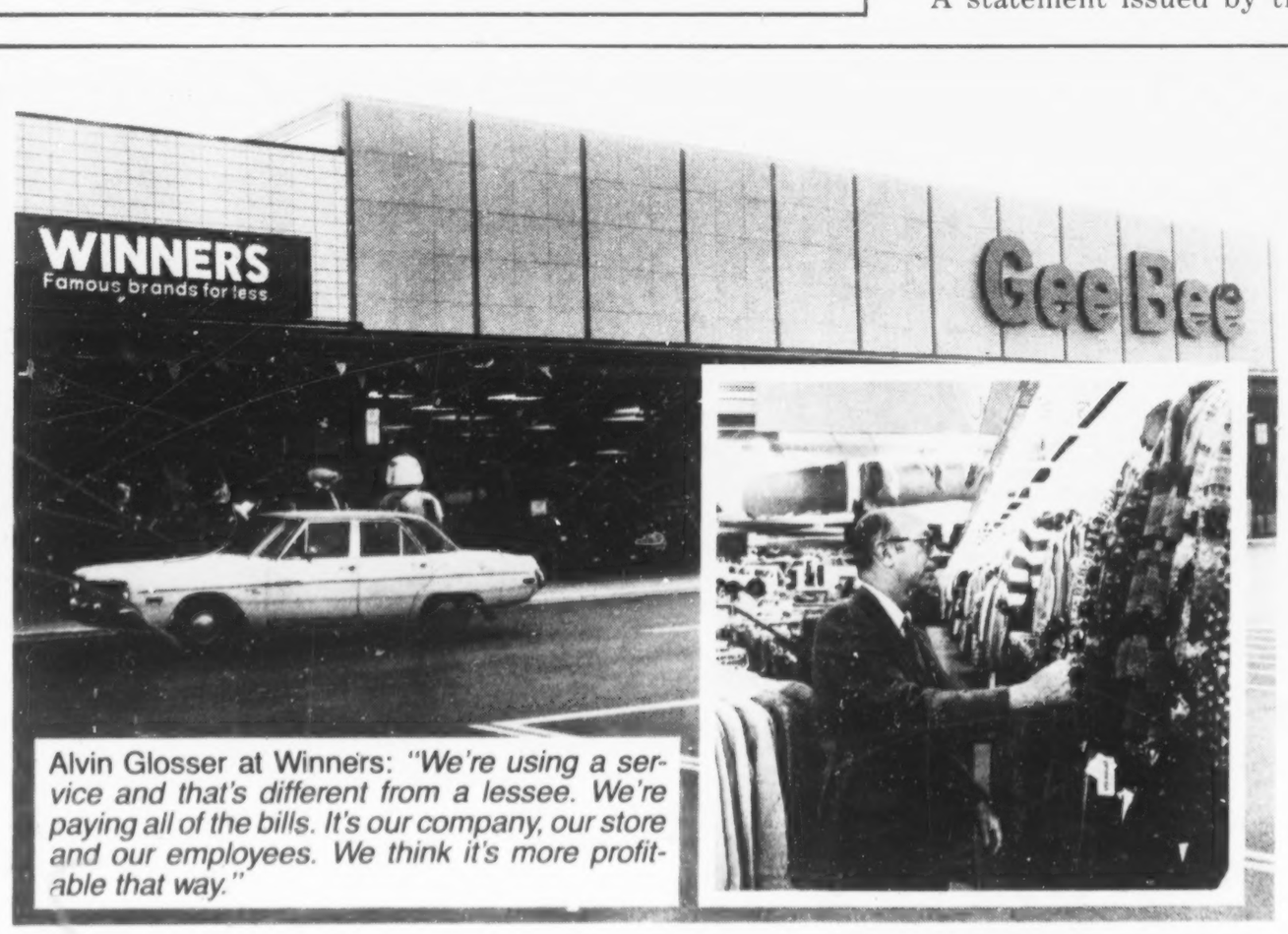
The discounter, as part of its retrenchment, has phased out almost all its warehouse operations and expanded its use of jobbers to obtain merchandise.

The notice of the stores' closing was posted on bulletin boards at Two Guys' headquarters in Garfield the day after the board met. But no statements were issued at presstime about the sharp staff cutbacks, although those firings were common knowledge among employees.

Company executives were "in meetings" at presstime and couldn't be reached by *DSN* for comment.

As for the firings, Two Guys has let go the following: soft goods merchandisers Arnold Cohen, Mary Kitz, Arnold Sherman, Don Little, Steve Baun, Al Romano and Stanley Rutter; and hard lines merchandisers Marvin Goldfarb, Joe Jacelone, John Rij, Joe Stubbs, Greg Webster, Joe Miller, Sal Merlo, William Zukosky, Klaus Penner, Morey Friedman and Pat Ringitore.

—Arthur Markowitz



Alvin Glosser at Winners: *"We're using a service and that's different from a lessee. We're paying all of the bills. It's our company, our store and our employees. We think it's more profitable that way."*

Glosser Unwraps First Winners Store, Offering Cut-Price, Branded Apparel

By Betty J. Taylor

PLEASANT HILLS, Pa.—Glosser Bros. is diversifying its retail apparel and supermarket operations to improve its profitability.

To that end, the Johnstown-based company has launched itself into the off-price, branded apparel market, opening its first Winners, a 5,600-sq.-ft. specialty store for misses and juniors, here in the Southland Shopping Center next door to Gee Bee, its discount arm.

According to ceo and president Alvin Glosser, Winners, along with a recent warehouse supermarket venture in an existing food store in Greensburg, Pa., is expected to show up in the 75-year-old company's bottom line by 1982.

The change in Glosser Bros.' strategy comes on the heels of a sluggish first half which saw the company post a loss of $153,530, with $159,186 registered as a loss for the second quarter. Glosser blames economic conditions in the company's Pennsylvania, Maryland and West Virginia base—including cutbacks in production and employment in the steel and coal industries—for its problems. The company—which operates 18 discount stores, 13 supermarkets, a department store and family apparel center—also noted a sharp decline in earnings for the fiscal year ended Jan. 26, 1981. Income plummeted 31.4% from $2,649,348 the year before

(Continued on page 21)

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